

## MAINTAINING CONSISTENCY IN MANAGING CAMPAIGN THROUGH WEBSITES AT KAPANLAGI YOUNIVERSE

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### Abstract

*This internship report is intended to explain the author's activities in the internship process with KLY (Emtek Digital) through the MBKM program organized by the Ministry of Education and Culture. This program aims to provide opportunities for college students to experiencing work professionally in a company, understanding the company's work culture, gaining various knowledge and skills needed in the world of work. This internship report contains the author's activities as part of the Campaign Manager Intern including the tasks within the Campaign Management division and some of the main tasks that was trusted by the mentor for author to do. As for this report, it will explain author's activities as a Campaign Manager for Kapanlagi Youniverse in collaboration with several teams from other divisions. The MBKM program trains author to be able to implemented the skills that have learned such as effective communication, project management, and analytical thinking into work related to managing campaigns.*

**Keywords:** Campaign Management, Project Management, Analytical Thinking, Effective Communication, Kapanlagi Youniverse

### Abstrak

Laporan magang ini dimaksudkan untuk menjelaskan kegiatan penulis dalam proses magang bersama KLY (Emtek Digital) melalui program MBKM yang diselenggarakan oleh Kementerian Pendidikan dan Kebudayaan. Program ini bertujuan untuk memberikan kesempatan kepada mahasiswa untuk merasakan bekerja secara profesional dalam suatu perusahaan, memahami budaya kerja perusahaan, memperoleh berbagai pengetahuan dan keterampilan yang dibutuhkan dalam dunia kerja. Laporan magang ini berisi kegiatan penulis sebagai bagian dari Campaign Manager Intern termasuk pekerjaan di dalam divisi Campaign Management dan beberapa pekerjaan utama yang dipercayakan oleh mentor untuk penulis lakukan. Adapun laporan ini akan menjelaskan kegiatan penulis sebagai Campaign Manager Kapanlagi Youniverse dalam kerja samanya dengan beberapa tim dari divisi lain. Program MBKM melatih penulis untuk dapat mengimplementasikan keterampilan yang telah dipelajari seperti komunikasi yang efektif, manajemen proyek, dan pemikiran analitis ke dalam pekerjaan yang berkaitan dengan mengatur *campaign*.

**Kata Kunci:** Campaign Management, Manajemen Proyek, Pemikiran Analitis, Komunikasi Efektif, Kapanlagi Youniverse

## INTRODUCTION

Competition in the world of professional work is increasing and the opportunity for college students to be able to work in fields that match their interests and majors is not increasing. According to the Indonesian Statistics Center (2022), the open unemployment rate in August 2022 was 5.86 percent with a total of 8.42 million people. This situation occurs due to increased job competition and the lack of skills or experience that graduate students have to be able to work in a company. The current situation also forces companies to make decisions like reducing the current workforce, adding specifications and requirements for job seekers who want to apply for a job. The results of this decision have an impact on the high unemployment rate in Indonesia

The solution to this problem is to join an internship program. College students can obtain many benefits with preparing themselves to experience their professional work. Not only to prepare themselves but also to know the company's work culture, environment and supporting facilities such as employee training and career consulting.

The Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia launched the Kampus Merdeka or MBKM program to support this solution. The main motivation of MBKM program is to provide an expert workforce who is ready to enter the world of professional work that involves MBKM participants to work on real projects and able to making a positive impact on the company related to the tasks given. This is also the reason and motivation of the author as one of the participants in the MKBM internship program with great hope of adding value that can be considered by big companies to be received as their workforce.

### MBKM Objectives and Benefits

The objectives of this MBKM programs are to:

1. To obtain work experience by involved in the company's Campaign Management division with all of its operational activities.
2. To obtain a clear image on how this specific industry works.
3. To obtain more understanding of the company's culture.
4. To obtain real experience and be involved in one of the biggest digital media companies in Indonesia (KLY as part of Emtek Digital).

The benefits of this MBKM Program are:

1. To obtain and understand how's company's operational activities in Campaign Management division that managed all of the advertising activities through KLY (KapanLagi Youniverse) sites.
2. To obtain professional skills needed for the job through directly involved as Campaign Manager that already required certain professional skills to be work with such as project management, analytical thinking, and effective communication.
3. Had the opportunity to be directly involved in certain projects and able to implemented the knowledge, appropriate attitude, and learned skills in real campaign projects.

### **Company Description Summary**

Emtek Digital is a digital media company under the Emtek group which specializes in advertising operations. Emtek Digital is established in January 2020 and become the forefront of Indonesia's digital revolution. Emtek Digital has various platforms such as KLY (website), Vidio (Over The Top), and Bukalapak (e-commerce) that has the ability to deliver messages from this brand to audience segmentation according to the brand's target market.

KapanLagi Youniverse (KLY), previously known as KapanLagi Group, was founded by Steve Christian in 2003 and changed its name to KLY in March 2018. KLY has the vision to be the number one online media company in Indonesia and have missions such as improving the quality of people's lives through technology, innovation, and online services in the digital age and aims to make people smarter and more knowledgeable. According to KLY Statistics (2022), KLY managed to rank first for being the biggest online media group in Indonesia. Services from KLY are divided into three major sections, which are media platforms, content, and digital media. KLY manages digital media portals that are known to the public, namely Liputan6.com, KapanLagi.com, Bola.net, Merdeka.com, Bola.com, Dream.co.id, Brilio.net, Otosia.com, Bintang.com, ManisdanSedap.com, and Fimela.com. The digital media portals managed by KLY has 5 segments, starting from News, Automotive, Entertainment, Sport and Lifestyle.

## **ANALYSIS & DISCUSSION**

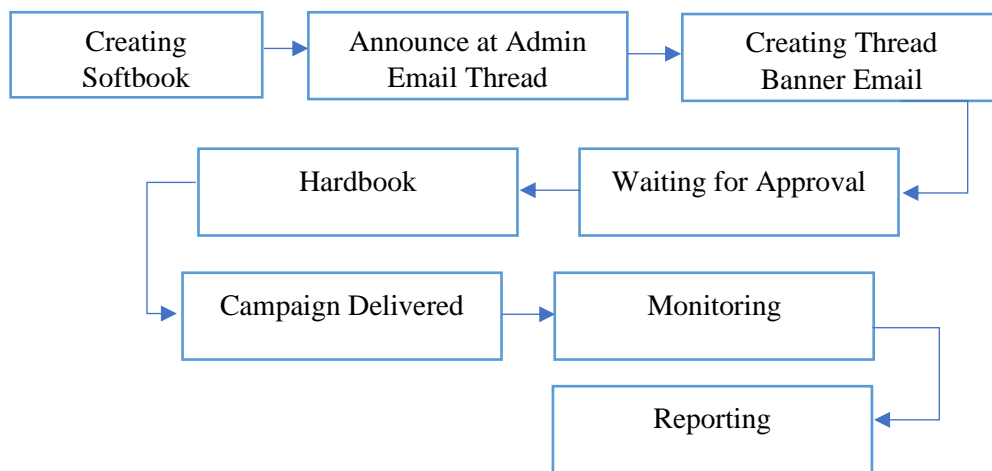
### **Daily Activities**

As part of the Campaign Manager team, MBKM participant are assigned to manage campaigns that will be deliver on the KLY (Kapan Lagi Youniverse) platform.

Some of the tasks given to MBKM participant related to managing the campaign:

1. Create softbooks containing the campaign name, inventory type, placement selection, and target audience on KLIO and promote the softbook to hardbook.
2. Create an email banner thread with the Media Order (MO) number provided by the Sales team and attach information regarding campaign details in the banner thread.
3. Monitoring more than 100 campaigns that are being deliver and those that have already been delivered during internship period.
4. Create report on campaigns that have been delivered that contains the highlight and the performance of the campaign.

To remember all tasks and their orders, MBKM participants created flow chart. They are a simple but great tool for trying to make sense of a process or explain a process (Heizer et al. 2017, 228). Flow chart really help MBKM participant in performing his tasks so that no tasks are missed.



**Figure 1 Flow for Managing Campaigns**

Managing campaigns requires accuracy and speed to be able to receive requests by the Sales team through more than 50 incoming emails. This is an obstacle, therefore MBKM participant was trusted to taking care of several main tasks. Some of those main tasks are:

**1. Monitoring the entire campaign.**

This activity is an important activity that is carried out every day and is the first thing that is done by MBKM participants with the aim of ensuring the campaign runs smoothly. This monitoring data can be obtained through Google Ad Manager and KLIOS.

**2. Reporting on campaigns that have been delivered.**

Reporting activities are summaries of campaign performance in the form of presentation slides that will be used by the Sales team for invoicing and evidence to be submitted to clients.

Strategy formulation includes the planning and decision making that lead to the establishment of the firm's goals and the development of a specific strategic plan (Daft 2016, 257). The need for planning and decision making in managing campaigns is important. Here are some of the examples of a strategy formulation implemented in managing campaigns at KLY:

1. Every request that already has an MO number will immediately create an email banner thread to avoid submitting campaign details that are too sudden. If the MO number cannot be provided by the deadline, an email banner thread will be created without the MO number so that the campaign can continue.
2. Every running campaign will be adjusted according to the impression target through GAM if the impression is not achieved according to the target, it will be extended.
3. Most of the campaigns will run for one month if GAM experiences an error at the end of the month, then the campaign period will be brought forward to avoid failing to reach the target impression.

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**Non-Routine Projects**

The name of the project is the World Cup project. The purpose of this project is to successfully deliver campaigns for brands interested in delivering their messages during the World Cup period. In this project, the Campaign Manager team with the sales and ad ops teams were working together.

MBKM participant encountered several problems during the period of working on this project, such as:

1. The lack of certainty of certain brands as clients has caused campaigns to be delayed.
2. Sometimes the impressions obtained did not match the targets in certain campaigns.

Both of these are related to uncertainty due to several external factors, which are the client and GAM, which manage campaign performance. Uncertainty occurs when managers know which goals they want to achieve, but information about alternatives and future events are incomplete (Daft 2016, 289). MBKM participants and the campaign manager team realized that these problems usually occurred due to inappropriate timing.

Solutions that can be implemented to overcome these problems are forecasting campaigns and adjusting campaign periods:

- 1. Forecasting Campaigns**

Forecasting campaigns are activities that try to predict how many impressions a campaign will get and how long it will take to achieve them. This forecasting can be a reference for the ad ops team and clients in determining campaign priorities, targets and periods.

- 2. Adjusting Campaign Period**

This activity can occur if in delivering campaigns, the client takes a long time to provide campaign materials, landing pages for campaigns, and approval for materials to be delivered. When the campaign has passed the predetermined initial period, the campaign period must be adjusted.

The solutions that have been implemented during the project have produced satisfactory results.

1. All campaigns that are included in the World Cup project and have been delivered have successfully achieved the desired target.
2. All reporting campaigns in this project have been completed before 2022 ends.

**KNOWLEDGE IMPLEMENTED**

The solutions used to solve problems in this World Cup project are the result of cooperation between teams and what underlies this cooperation is successful innovation. Successful innovation requires expertise from several departments simultaneously, and failed innovation often results in failed cooperation (Daft 2016, 374).

According to Daft (2016, 375), companies that successfully innovate usually have the following characteristics which is each project is guided by a core cross-functional team from beginning to end. In conclusion, successful innovation leads to successful cooperation and of them is cooperation from cross-functional team.

### Participation in Institution

MBKM participant have the opportunity to be able to take part in various activities organized by Vidio Dot Com and KLY as part of Emtek Digital. Some of the activities during the 2022 internship program are:

- 1. Onboarding Session Vidio X Kampus Merdeka Batch 3**

Through this onboarding session, all intern receives guidance on what they should do in the company and introduction sessions about Vidio and Emtek Digital.

- 2. SMA at Vidio - Santuy Time Intern**

This is one of the events held by Vidio Dot Com where interns can introduce themselves and do fun activities so that all interns can bonding to each other.

- 3. Rest Your Mind - Video Talks**

The event aims to provide knowledge about how to rest the attendance's mind which are employees while at the same time having the responsibility to work and doing their tasks.

- 4. Internal Mentoring Session**

This internal mentoring discusses the obstacles that occur during campaign management. The session itself can be held with all intern or it can be held privately, only the mentor and 1 intern.

- 5. KLY Weekly Meeting**

In this meeting, the entire KLY team consisting of the Campaign Manager team, Sales team and Ad Ops team discussed the current situation regarding the campaign.

### Project and Job Evaluation

While participating at MBKM program, MBKM participant can learn many things, from knowledge about Campaign Management to how to collaborate in a project. All of these activities had a positive impact on MBKM participant. However, there are some things that MBKM participant learn. Some of those things are:

1. Studying the culture in the Campaign Management division, where communication, feedback, and ethics in using email are important.
2. Learn more details about how a campaign can be delivered through websites on KLY universe.
3. Understand that efficiency and maintaining focus in managing campaigns are essential.
4. Learn various skills such as effective communication, time and project management, analytical thinking and skills related to Campaign Management.

### **MBKM Program Evaluation**

There are some of evaluations on effectivity and efficiency of MBKM Program. As a program, MBKM really helps college students gain experience, relationships, skills and self-development in the world of work. In terms of effectiveness, the MBKM program is classified as an effective program that providing an alternative for college students who want to gain experience and understand how the work culture and work environment works. However, MBKM program is still less efficient in the use of time, whether the time to distribute funds for MBKM participants or time of registration and selection of MBKM participants.

The MBKM batch 3 program has been running well but due to several things it's still need to be optimized and cannot be said flawless. These are solutions that can be implemented according to the MBKM participant through his experience in this MBKM program:

1. Distribution of the latest information regarding processes in the MBKM program using official social media and websites.
2. Setting a schedule for a more mature selection period and the availability of more company partners and positions offered in the early selection period.
3. Survey activities can be re-optimized by including topics around problems perceived by MBKM participants.

### **CONCLUSIONS**

MBKM program was a valuable experience for all of the MBKM participants. After 5 months of MBKM program, MBKM participant received many benefits like opportunity to develop his hard/soft skills, platform to be directly learning from expert mentors, and positive work culture to establish suitable characteristics needed in world of work. These are some details highlighted by MBKM participant during the MBKM program period:

1. Have the opportunity to work directly in big projects and in daily operational activities together with other teams such as the Sales team, and the ad operation team.
2. Learning and implementing skills related to project management, campaign management, and analytical thinking. Gaining knowledges and capabilities to maintain the consistency during monitoring, reporting and managing campaign through various platforms.
3. Positive work culture that creates a supportive work environment so the team can do tasks and responsibilities properly.

There are several limitations apart from the well-implemented MBKM program which can be used as evaluation materials for Kampus Merdeka in developing the MBKM program such as:

1. Government funds that become funding or salaries for MBKM participants are often late or not evenly distributed.
2. The information service regarding frequently asked questions (FAQ) from MBKM website is often late in terms of updates.

Based on the limitations that have been mentioned, these are some recommendations that MBKM participant can suggests:

1. Try to find the root cause regarding distribution of funds or salaries problems. Review all of the fund disbursement process starting from the MBKM participant data as a requirement to the bank that was trusted to be the provider of funds in the salary disbursement process
2. More active in updating important information that is frequently asked by MBKM participants in the FAQ section on MBKM website and overall information according to the current batch so that the information provided is kept up to date.

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